

10
YEARS OF
Cel-O'braghtions

KNOX ST. PATRICK'S PARADE



2027 SPONSORSHIP PACKET



knoxstpatricksparade.com



QUICK FACTS

DATE:

Saturday, March 13, 2027

TIME:

Parade Steps off at 12:55pm
(Eastern time)

LOCATION:

Gay Street,
Downtown Knoxville, TN

CROWD ESTIMATE:

5,500 +

OVERALL GROWTH:

Since returning in 2017, the Knox St. Patrick's Parade has seen a substantial growth in participants, visitors, viewers and donations.

PARADE TEAM:

All volunteer-run 501 3(c)
nonprofit organization

CONTACT:

knoxstpatricksparade@gmail.com

ABOUT THE PARADE

Knox St. Patrick's Parade is celebrating 10 years of Cel-O'Braghtions! Strolling the streets of downtown Knoxville, our "Party with a Purpose" brings great fun, commerce and all shades of green to our city. With a ranking of #13 best cities to celebrate St. Paddy's in 2024 and a record-breaking crowd in 2026, we're working to climb the charts.

The parade travels along Gay Street, featuring Pipes & Drums, Irish Step Dancers, groups, families, festive floats and over 80 parade units of 1,000 participants.

WHO DOES THE PARADE BENEFIT?

Proceeds from the parade benefit CCETN. CCETN served over 4,500 individuals last year. Of the many wonderful ways they support our community, they provided over 37,000 meals and over 21,000 nights of shelter to those in need. CCETN provides services to anyone with demonstrated need, regardless of race, income or religion.

HOW CAN YOU HELP?

We invite you to be partner in the fun! Our supporters make the parade possible and allow us to grow each year. Participant fee is \$100. Sponsorship is available with levels from Shamrock Supporter (\$300-\$999) to Founders Circle (\$5k and up). These funds go directly to help cover costs of security, sound, floats & more. Simply put, donations allow us to put on a safe & fun event.





Join the Road to 10 Years

For nearly a decade, the Knox St. Patrick's Parade has brought thousands of people together in the heart of Downtown Knoxville to celebrate community, culture, and giving back.

As we prepare for our 10th Anniversary Celebration on March 13, 2027, we're inviting local businesses to become part of this milestone.

When you sponsor the parade, you're doing more than promoting your business—you're investing in a beloved community tradition that benefits Catholic Charities of East Tennessee and showcases the best of Knoxville.

As a sponsor, you'll enjoy:

- Exposure to thousands of parade attendees
- Recognition across our social media and website
- Exclusive 10th Anniversary sponsor benefits
- VIP parade-day experiences
- Opportunities to connect with the Knoxville community throughout the year

Whether you've been with us since the beginning or are joining for the first time, we'd love to celebrate this milestone together.

Let's make our 10th year the biggest yet!

"Founders Circle"

In celebration of our 10th anniversary, the Founders Circle sponsorship tier is limited to 10 businesses. These sponsors receive premium recognition all year long—not just around parade day—including a dedicated "Road to 10 Years" feature, VIP hospitality on parade day, prominent placement on anniversary marketing, and permanent recognition on the parade website as part of the 10th anniversary celebration. This exclusive sponsorship is a compelling opportunity for businesses that want to be closely associated with one of Knoxville's signature community events.

SPONSORSHIP OPPORTUNITIES

Sponsorship donations go directly to help cover costs of security, sound, floats & more. Simply put, sponsors allow us to put on a safe & fun event. Partner with us! Select which option best fits your budget for community involvement.

FOUNDER'S CIRCLE.....\$5000 OR MORE

PERKS: Large Parade Float (14-15 ft long x 8 ft wide; holds 13-14) with colorful trimmings, personalized banner & driver / 10 VIP parade seats / Mentions on radio & tv spots / Website logo / Social Media shoutout
In celebration of our 10th anniversary, the Founders Circle sponsorship tier is limited to 10 businesses.

BLARNEY STONE.....\$2500- \$4999

PERKS: 5 VIP parade seats / Logo prominently placed in VIP section / Website logo / Social Media shoutout

LUCK OF THE IRISH.....\$1000- \$2499

PERKS: Logo prominently placed in VIP section / Website logo / Social Media shoutout

SHAMROCK SUPPORTER.....\$300- \$999

PERKS: Parade Signage / Social Media Shoutout

Knox St. Patrick's Parade is a 501 (c) (3) nonprofit organization. Donations are tax deductible.

Questions? Reach out to us!

knoxstpatricksparade@gmail.com